## Amendments to the Claims:

## **Listing of Claims:**

- 1. (currently amended) A method for applying a finishing agent to non-woven fabric during production of the non-woven fabric, the method comprising:
- (a) substantially continuously forming a web of non-woven fabric <u>using an</u> apparatus for forming a non-woven fabric, said non-woven fabric having a moisture content greater than 10%;
- (b) passing said non-woven fabric from said apparatus for forming a non-woven fabric to a finishing unit, said moisture content remaining greater than 10%;
- (b)(c) applying the finishing agent to said non-woven fabric using said finishing unit, while said moisture content of said non-woven fabric is greater than 10% by weight; and
- (e)(d) subsequently drying said non-woven fabric together with said finishing agent.
- 2. (original) The method of claim 1, wherein said applying the finish is an in-line process of the production of the non-woven fabric.
- 3. (original) The method of claim 1, wherein said formation is by a hydroentanglement process.
- 4. (original) The method of claim 1, wherein said formation is by a wet-laid process.
- 5. (original) The method of claim 1, wherein said formation is by a dry-laid process.
- 6. (original) The method of claim 1, further comprising removal of at least a portion of production water from said non-woven fabric prior to said applying.

- 7. (original) The method of claim 6, wherein said removal of at least a portion of production water from said non-woven fabric renders water content of said non-woven fabric in a range of between 80%-150% by weight.
- 8. (original) The method of claim 7, wherein said removal of at least a portion of production water from said non-woven fabric is implemented as dewatering followed by a preliminary drying process, thereby rendering water content of said non-woven fabric in a range of between 10%-80% by weight.
- 9. (original) The method of claim 1, wherein said applying is substantially uninterrupted application along said substantially continuous non-woven fabric.
- 10. (original) The method of claim 1, wherein said applying of the finishing agent is accomplished using a rotary finishing application system.
- 11. (original) The method of claim 1, wherein said rotary finishing application system is implemented as a rotary screen printing system.
- 12. (original) The method of claim 1, wherein said rotary finishing application system is an engraving roll printing system.
- 13. (original) The method of claim 1, wherein said applying of the finishing agent is implemented as applying a paste.
- 14. (original) The method of claim 1, wherein said applying of the finishing agent is implemented as applying a foam.
- 15. (original) The method of claim 1, wherein said applying of the finishing agent includes applying a detergent additive.
- 16. (original) The method of claim 1, wherein said applying of the finishing agent includes applying a scent producing additive.
- 17. (original) The method of claim 1, wherein said applying of the finishing agent includes selective applying a colorant.

- 18. (original) The method of claim 17, wherein said applying of the finishing agent includes selective applying a graphic design.
- 19. (currently amended) A method for applying a finishing agent to non-woven fabric during production of the non-woven fabric, the method comprising:
- (a) substantially continuously forming a web of non-woven fabric <u>using an</u> apparatus for forming a non-woven fabric; <u>and</u>
- (b) passing said non-woven fabric from said apparatus for forming a non-woven fabric to a finishing unit; and
- (b)(c) applying the finishing agent to said non-woven fabric using said finishing unit, as an in-line process in the production of the non-woven fabric.
- 20. (original) The method of claim 19, wherein said formation is by a hydroentanglement process.
- 21. (original) The method of claim 19, wherein said formation is by a wetlaid process.
- 22. (original) The method of claim 19, wherein said formation is by a dry-laid process.
- 23. (original) The method of claim 19, further comprising removing at least a portion of production water from said non-woven fabric.
- 24. (original) The method of claim 19, wherein said removal of at least a portion of production water renders water content of said non-woven fabric in a range of between 10%-80% by weight.
- 25. (original) The method of claim 19, wherein said applying is substantially uninterrupted application along said substantially continuous non-woven fabric.
- 26. (original) The method of claim 19, wherein said applying of the finishing agent is accomplished using a rotary finishing application system.

- 27. (original) The method of claim 26, wherein said rotary finishing application system is implemented as a rotary screen printing system.
- 28. (original) The method of claim 26, wherein said rotary finishing application system is an engraving roll printing system.
- 29. (original) The method of claim 19, wherein said applying of the finishing agent is implemented as applying a paste.
- 30. (original) The method of claim 19, wherein said applying of the finishing agent is implemented as applying a foam.
- 31. (original) The method of claim 19, wherein said applying of the finishing agent includes applying a detergent additive.
- 32. (original) The method of claim 19, wherein said applying of the finishing agent includes applying a scent producing additive.
- 33. (original) The method of claim 19, wherein said applying of the finishing agent includes selectively applying a colorant.
- 34. (original) The method of claim 33, wherein said applying of the finishing agent includes selectively applying a graphic design.
- 35. (withdrawn) A system for applying a finishing agent to non-woven fabric during production of the non-woven fabric, the system comprising:
  - (a) a web forming apparatus configured to form a substantially continuous web of non-woven fabric;
  - (b) a finishing apparatus configured to apply the finishing agent to the non-woven web fabric as an in-line process in the production; and

at least a first drying apparatus configured to dry said non-woven fabric together with said finishing agent.

- 36. (withdrawn) The system of claim 35, wherein said web formation apparatus is a hydro-entanglement apparatus.
- 37. (withdrawn) The system of claim 35, wherein said web formation apparatus is a wet-laid web formation apparatus.
- 38. (withdrawn) The system of claim 35, wherein said web formation apparatus is a dry-laid web formation apparatus.
- 39. (withdrawn) The system of claim 35, further comprising a dewatering apparatus configured to remove of at least a portion of production water from said non-woven fabric.
- 40. (withdrawn) The system of claim 39, wherein said dewatering apparatus renders water content of said non-woven fabric greater than 10% by weight.
- 41. (withdrawn) The system of claim 39, wherein said dewatering apparatus renders water content of said non-woven fabric 80%-150% by weight.
- 42. (withdrawn) The system of claim 39, further including at least a second drying system deployed between said dewatering apparatus and said finishing apparatus.
- 43. (withdrawn) The system of claim 42, wherein water content of said non-woven fabric is 10%-80% by weight.
- 44. (withdrawn) The system of claim 35, wherein said applying of the finishing agent is substantially uninterrupted along said substantially continuous non-woven fabric.
- 45. (withdrawn) The system of claim 35, wherein said finishing apparatus is a rotary finishing application system.
- 46. (withdrawn) The system of claim 45, wherein said rotary finishing application system is a rotary screen printing system.

- 47. (withdrawn) The system of claim 45, wherein said rotary finishing application system is an engraving roll printing system
- 48. (withdrawn) The system of claim 45, wherein rotary finishing application system is configured so as to apply a paste.
- 49. (withdrawn) The system of claim 45, wherein rotary finishing application system is configured so as to apply a foam.
- 50. (withdrawn) The system of claim 35, wherein said finishing agent includes a detergent additive.
- 51. (withdrawn) The system of claim 35, wherein said finishing agent includes a scent producing additive.
- 52. (withdrawn) The system of claim 35, wherein finishing apparatus is configured so as to selectively apply a colorant.
- 53. (withdrawn) The system of claim 52, wherein said colorant is selectively applied as a graphic design.